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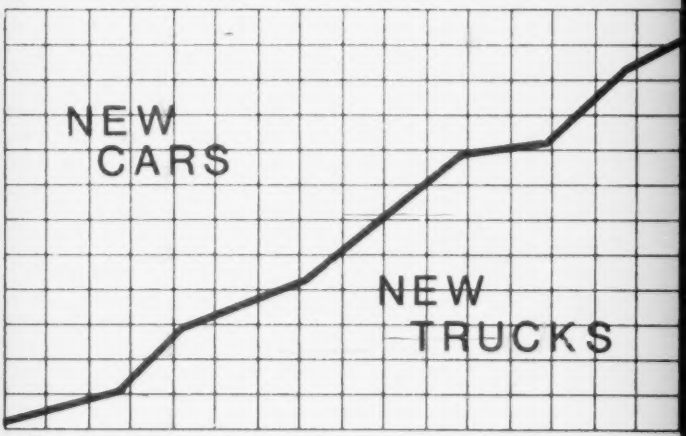
AUGUST
1990

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '90 VS '89	% INC	
	1990	1989		1990	1989
CHRYSLER	13691	13872	98.74	1.76	1.97
LEBARON	7418	6981	106.26	.96	.79
NEW YORKER	4183	5525	78.55	.54	.60
5TH AVE	21	361	2.81	.11	
IMPERIAL	8			.10	
DODGE	25586	29257	58.81	2.97	4.47
DAYTONA	2704	5717	47.55	.35	.65
SHADOW	5728	9572	59.65	.74	1.09
SPIRIT	4757	4898	97.12	.61	.56
DYNASTY	5261	5693	91.79	.67	.65
ARIES	88	2732	3.15	.01	.32
PLYMOUTH	16204	24496	49.86	2.08	5.69
HORIZON	614	7295	8.42	.08	.83
SUNDANCE	4344	10805	45.76	.54	1.23
ACCLAIM	5980	6839	85.08	.76	.78
RELIANT	108	2929	3.69	.01	.33
LASER	2901	2057	140.62	.51	.23
EAGLE	5855	6648	88.07	.76	.75
PREMIER	2123	4400	82.02	.35	.50
TALON	2081	358	582.35	.27	.04
CHRYSLER CORP.	58846	92274	63.76	7.51	10.48
FORD	155456	174628	89.04	13.51	15.40
ESCORT	22191	32968	67.31	2.86	3.75
PROBE	10275	17220	59.69	1.32	1.50
MUSTANG	10499	11780	78.47	1.35	1.32
TEMPO	15401	18584	82.85	2.11	2.11
TAURUS	24186	28152	85.95	3.11	3.19
CROWN VICTORIA	9541	12154	78.52	1.24	1.38
THUNDERBIRD	7697	11188	68.80	.99	1.27
LINCOLN	20239	15543	131.51	2.60	1.74
MERCURY	35719	45751	78.07	4.61	5.19
TOPAZ	5965	7654	83.10	.77	.81
SABLE	9540	9383	105.24	1.23	1.02
COUGAR	5908	5853	59.90	.76	1.12
GRAND MARQUIS	3129	13557	68.45	.16	1.51
LINC/MERC DIV.	56236	61771	91.04	1.25	7.01
FORD MOTOR CO.	161754	197339	81.94	22.86	22.41
BUICK	44176	49213	89.76	5.69	5.59
SKYHAWK	36	458	2.45		.11
SKYLARK	5502	4514	123.65	.72	.43
CENTURY	8627	11448	93.18	1.14	1.27
REGAL	5139	6713	135.78	1.26	.76
LESABRE	13144	16139	81.46	1.63	1.83
RIVIERA	2021	1643	123.01	.26	.19
REATTA	594	635	93.54	.08	.07
CADILLAC	17848	21015	84.93	2.30	2.39
ALLANTE	259	282	91.84	.03	.03
ELDORADO	1715	2415	71.01	.22	.28
SEVILLE	2984	1256	237.58	.39	.14
CHEVROLET	114095	120275	94.86	14.67	13.65
PRIZM	10545	8069	131.17	1.36	.91
CELEBRITY	4347	8603	51.50	.56	.98
LUMINA	18311	11871	154.30	2.36	1.35
CORSICA	10682	13766	77.60	1.37	1.56
BERETTA	9050	12172	74.39	1.16	1.38
CAVALIER	19739	24954	79.11	2.54	2.84
CAMARO	8035	7966	100.84	1.03	.90
CORVETTE	1979	2555	77.45	.25	.29
OLDSMOBILE	39508	52066	75.88	5.09	5.91
CALAIS	7561	8930	84.05	.97	1.02
CUTLASS CIERA	9784	16598	58.98	1.26	1.87
CUTLASS	6436	7179	89.65	.83	.82
TORONADO	1303	661	197.13	.17	.08
PONTIAC	56694	57159	99.19	7.30	6.49
SUNBIRD	11303	8365	135.12	1.45	.95
GRAND AM	17785	17278	102.93	2.29	1.96
6000	3503	5491	63.80	.45	.62
BONNEVILLE	5386	7231	74.48	.69	.82
FIREBIRD	3928	4721	83.10	.51	.54
GRAND PRIX	9535	8326	114.52	1.23	.95
GEN. MTRS. CORP	272533	299759	90.85	35.05	34.03
MISC. DOMESTIC	6	11	54.55		
OTHER IMPORT	284030	291391	97.48	36.56	33.08
U.S. TOTAL	776935	880833	88.20		

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UNITED STATES SUMMARY R. 1-90
AUGUST 1990 ISSUED 10/90

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	121518	145845	83.36	1.98	2.17	203352
LEBARON	60634	65602	92.43	.99	.97	92708
NEW YORKER	41979	64433	65.15	.68	.96	87244
5TH AVE	593	10453	5.67	.01	.16	11973
IMPERIAL	111	-	-	.12	-	1467
DODGE	214908	317302	67.73	3.50	4.71	454993
DAYTONA	27114	51091	46.42	.53	.76	66719
SHADOW	44858	55086	81.43	.73	.82	83575
SPIRIT	55935	44440	126.00	.91	.66	71008
DYNASTY	56559	79404	70.95	.92	1.17	111911
ARIES	2085	28119	7.41	.03	.42	35569
PLYMOUTH	159316	201851	79.22	2.61	3.00	304911
HORIZON	11457	26543	43.16	.19	.39	39894
SUNDANCE	38786	56585	68.06	.63	.85	85907
ACCLAIM	65794	53160	123.01	1.07	.79	86864
RELIANT	2515	27123	9.27	.04	.41	35702
LASER	28101	11314	248.37	.46	.17	18839
EAGLE	39590	48945	81.09	.65	.73	70891
PREMIER	11904	30734	38.73	.19	.46	42983
TALON	7887	-	-	.13	.00	5909
CHRYSLER CORP.	535687	711954	75.23	8.74	10.61	1034153
FORD	877016	1065162	81.36	14.23	15.84	1528647
ESCORT	179765	246833	75.35	2.93	3.55	344260
PROBE	83164	95715	86.91	1.36	1.42	135545
MUSTANG	82673	124127	66.60	1.35	1.85	164364
TEMPO	143989	159253	90.42	2.35	2.37	234595
TAURUS	204609	243958	83.87	3.32	3.62	351036
CROWN VICTORIA	73502	74816	98.24	1.20	1.11	108393
THUNDERBIRD	67375	81199	82.98	1.10	1.21	120801
LINCOLN	150505	131169	114.74	2.45	1.95	197971
MERCURY	255781	328116	77.94	4.15	4.88	468165
TOPAZ	50728	61426	82.58	.83	.91	86449
SABLE	81246	80099	78.95	1.03	1.19	112277
COUGAR	53367	68526	77.88	.87	1.02	99117
GRAND MARQUIS	68654	76675	89.54	1.13	1.14	111681
LINC/MERC DIV.	407443	458835	87.00	6.65	6.36	676951
FORD MOTOR CO.	1282456	1523997	83.50	20.88	22.20	2205598
BUICK	346229	376396	91.98	5.65	5.60	550000
SKYHAWK	824	13939	5.70	.01	.21	17453
SKYLARK	60989	45976	133.99	.99	.68	63768
CENTURY	75992	90287	84.17	1.24	1.34	135848
REGAL	51585	57256	90.04	.84	.85	79315
LESABRE	104551	94751	110.34	1.71	1.41	144828
RIVIERA	14831	13455	108.42	.24	.20	19319
REATTA	4102	5251	78.12	.07	.08	7929
CADILLAC	167185	177598	94.14	2.73	2.64	271297
ALLANTE	1951	2010	97.06	.03	.03	3112
ELDORADO	18222	21601	75.10	.28	.32	30505
SEVILLE	24659	16797	146.81	.41	.25	23630
CHEVROLET	923234	951109	97.07	15.06	14.14	1354854
PRIZM	76641	33563	227.67	1.25	.50	70478
CELEBRITY	24908	12458	20.02	.41	.185	140835
LUMINA	152237	38584	395.54	2.48	.58	101648
CORSICA	113601	145624	78.01	1.85	2.17	190467
BERETTA	71810	110466	65.01	1.17	1.64	145718
CAVALIER	187792	205034	91.59	3.06	3.04	302300
CAMARO	55758	67615	82.42	.90	1.14	98135
CORVETTE	15681	14260	109.38	.26	.21	22815
OLDSMOBILE	343855	420305	81.81	5.61	6.25	609708
CALAIS	67354	65198	103.31	1.10	.97	96960
CUTLASS CIERA	92941	134162	68.87	1.52	2.01	194161
CUTLASS	69523	67421	103.12	1.13	1.00	101593
TORONADO	10104	5317	190.03	.16	.08	9765
PONTIAC	429473	489444	87.75	7.00	7.28	695437
SUNBIRD	73854	66578	110.93	1.20	.99	102658
GRAND AM	145793	142450	103.05	2.39	2.12	208629
6000	31201	49683	62.80	.51	.74	69459
BONNEVILLE	44150	62029	71.18	.72	.92	89399
FIREBIRD	27459	43689	62.85	.45	.65	55666
GRAND PRIX	78526	80870	96.85	1.28	1.20	119484
GEN. MTRS. CORP	2209995	2415198	91.50	36.05	35.91	3481611
MISC. DOMESTIC	64	97	69.07	-	-	194
OTHER IMPORT	210876	236364	102.01	34.33	30.68	3131061
U.S. TOTAL	6131481	6726220	91.16			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	%	YEAR TO DATE		% '90	% IND	
	1990	IND	1990	1989	VS '89	1990	1989
CHEVROLET	10994	26.23	850328	887302	95.83	25.81	25.94
CHRYSLER	25	.06	1892	2	-	.06	-
DODGE	5205	8.16	329557	376243	87.59	10.00	11.00
FORD	12298	29.33	968778	996966	97.17	29.39	29.15
FREIGHTLINER	186	.44	15884	17767	89.40	.48	.52
G.M.C.	3512	7.94	240375	247493	97.12	7.29	7.24
HINO	24	.06	1518	1455	104.33	.05	.04
ISUZU	960	2.18	76512	66020	115.59	2.32	1.93
IVECO	284	.07	1673	1424	117.49	.05	.04
JEEP	1672	3.71	131760	169326	77.81	4.00	4.95
OSHKOSH	38	.09	2358	441	670.75	.09	.01
KENWORTH	1688	.40	105111	130594	80.52	3.32	3.18
MACK/MIDLINER	1264	.30	12253	18071	67.80	.37	.53
MERCEDES BENZ	185	.04	1755	1419	81.40	.04	.04
MITSUBISHI FUSO	24	.06	2123	2243	94.62	.06	.07
NAVISTAR	1262	.77	46304	51052	81.26	1.41	1.55
OLDSMOBILE	2578	.61	14872	-	-	.45	-
PETERBILT	1331	.32	9222	12424	74.25	.28	.36
PLYMOUTH	1304	3.11	120938	129110	93.67	3.67	3.78
PONTIAC	2726	.65	19040	-	-	.58	-
SCANIA	2	-	70	85	82.35	-	-
UD	176	.04	1543	1290	120.08	.05	.04
VOLVO	46	.01	547	768	71.41	.02	.02
WESTERN STAR	66	.02	705	1025	68.78	.02	.03
WHITEGMC	953	.23	8993	11464	78.50	.27	.34
OTHER IMPORTS	9970	2.11	72409	70785	104.35	12.82	11.84
MISC. DOMESTIC	521	.12	3441	6864	50.15	.10	.20
U. S. TOTAL	41934		3295159	3420095	96.35		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	49696	33328	11250	1110	92	650	3812	191
CHRYSLER	1892	-	-	-	-	-	-	-
DODGE	245776	53761	-	-	-	-	-	-
FORD	517815	40268	16934	-	-	3774	17197	8683
FREIGHTLINER	-	-	-	-	-	-	-	15884
G.M.C.	112811	111014	1567	624	1445	313	9444	336
HINO	-	-	235	-	288	377	648	-
ISUZU	69746	-	4552	468	271	1269	400	-
IVECO	-	-	1062	355	150	108	-	-
JEEP	131712	48	-	-	-	-	-	-
OSHKOSH	-	10	70	1900	485	191	4	296
KENWORTH	-	-	-	-	-	-	250	10261
MACK/MIDLINER	-	-	-	-	-	707	1189	10357
MERCEDES BENZ	-	-	-	-	-	365	790	-
MITSUBISHI FUSO	-	-	1168	-	420	175	355	-
NAVISTAR	-	-	-	59	81	7800	19592	18672
OLDSMOBILE	14872	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	221	9001
PLYMOUTH	120938	-	-	-	-	-	-	-
PONTIAC	19040	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	70
UD	-	-	458	-	537	256	288	-
VOLVO	-	-	-	-	-	-	509	38
WESTERN STAR	-	-	-	-	-	-	-	705
WHITEGMC	-	-	-	-	-	-	-	8999
OTHER IMPORTS	42167	775	-	-	-	-	-	-
MISC. DOMESTIC	129	275	42	185	136	434	245	1795
TOTAL	2152780	333281	20780	21542	3911	23245	55054	85288
1989 TOTAL	1995	224134	25131	24865	4751	24690	64710	104044
1990 VS '89	100.1	91.1	81.16	94.55	82.32	94.13	85.05	81.97

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	50577	.82	34745	.52
CHEVROLET SPECTRUM/STORM	64521	1.05	44264	.66
CHRYSLER CONQUEST	559	.01	1826	.03
DODGE COLT DL/SW	12761	.21	20565	.31
DODGE COLT VISTA SW	1801	.03	4893	.07
EAGLE MEDALLION	272	-	4153	.06
EAGLE SUMMIT	9451	.15	13686	.20
FORD FESTIVA	37918	.62	47440	.71
GM LOTUS	119	-	164	-
I-M XR4	251	-	3594	.05
I-M SCORPIO	2830	.05	6456	.08
MERCURY CAPRI	2156	.04	-	-
MERCURY TRACER	15618	.25	41330	.62
PLYMOUTH COLT DL/SW	11868	.19	19455	.29
PLYMOUTH COLT VISTA SW	176	.03	4566	.07
PONTIAC LEMANS	27475	.45	36879	.51
OTHERS	2631	.04	6229	.01
TOTAL DOMESTIC SPONSORED IMPORTS	262573	3.96	288366	4.29
OTHER IMPORTS				
ACURA	95712	1.56	95746	1.42
AUDI	14165	.23	12596	.19
BMW	33616	.55	45691	.68
HONDA	478336	7.81	451845	6.42
HYUNDAI	90651	1.48	129451	1.92
INFINITI	11953	.19	-	-
ISUZU	2795	.05	12652	.19
LEXUS	37526	.61	-	-
MAZDA	151896	2.48	151560	2.25
MERCEDES BENZ	45412	.74	47667	.71
MITSUBISHI	100326	1.64	59185	.88
NISSAN	282889	4.62	318272	4.73
SAAB	18167	.30	23214	.35
SUBARU	70034	1.14	96651	1.44
TOYOTA	417148	1.79	434556	6.46
VOLKSWAGEN	85139	1.39	85989	1.28
VOLVO	63563	1.04	67735	1.01
OTHERS	38627	.63	48677	.72
TOTAL OTHER IMPORTS	2104875	34.35	2065464	30.68
GRAND TOTAL ALL IMPORT CARS	2367448	38.63	2353830	34.97

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	8425	.25	20587	.60
DODGE RAIDER	1351	.04	5565	.16
CHEVROLET GEO TRACKER	21953	.67	5974	.17
OTHER IMPORTS				
ISUZU	69546	2.10	61026	1.78
MAZDA	80964	2.45	79044	2.31
MITSUBISHI	30776	.93	26725	.78
NISSAN	108588	3.29	100487	2.94
SUZUKI	10480	.32	19079	.56
TOYOTA	181705	5.51	173108	5.06
VOLKSWAGEN	4473	.14	5550	.16
OTHERS	5523	.17	2990	.09
TOTAL OTHER IMPORT TRUCKS	491755	14.92	465809	13.62
GRAND TOTAL ALL IMPORT TRUCKS	525486	15.89	498835	14.56

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139642	4801021
1987	10165060	4963868
1988	10479931	5211100
1989	9852617	5100195

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